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PTO/SB/05 (12/97)

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UTILITY
PATENT APPLICATION
TRANSMITTAL

Attorney Docket No.

WT-4

Total Pages

63

First Named Inventor or Application Identifier

Charles Eric Hunter, et al.

Express Mail Label No.

EH798137296 us

(Only for new nonprovisional applications under 37 CFR 1.53(b))

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

1. ☐ Fee Transmittal Form
(Submit an original, and a duplicate for fee processing)
2. ☒ Specification [Total Pages 49]

- Descriptive title of the Invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to Microfiche Appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

3. ☒ Drawing(s) (35 USC 113) [Total Sheets 12]

4. Oath or Declaration [Total Pages]

- a. ☐ Newly executed (original or copy)
- b. ☐ Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 17 completed)
(Note Box 5 below)

- i. ☐ DELETION OF INVENTOR(S)
Signed statement attached deleting
inventor(s) named in the prior application,
see 37 CFR 1.63(d)(2) and 1.33(b).

5. ☐ Incorporation By Reference (useable if Box 4b is checked)
The entire disclosure of the prior application, from which a
copy of the oath or declaration is supplied under Box 4b,
is considered as being part of the disclosure of the
accompanying application and is hereby incorporated by
reference therein.

6. ☐ Microfiche Computer Program (Appendix)
7. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)
- a. ☐ Computer Readable Copy
- b. ☐ Paper Copy (identical to computer copy)
- c. ☐ Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

8. ☐ Assignment Papers (cover sheet & document(s))
9. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney
(when there is an assignee)
10. ☐ English Translation Document (if applicable)
11. ☐ Information Disclosure ☐ Copies of IDS
Statement (IDS)/PTO-1449 Citations
12. ☐ Preliminary Amendment
13. ☒ Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
14. ☐ Small Entity ☐ Statement filed in prior application,
Statement(s) Status still proper and desired
15. ☐ Certified Copy of Priority Document(s)
(if foreign priority is claimed)
16. ☒ Other: Paper Entitled "Letter accompanying..."

17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP)

of prior application No: _____

18. CORRESPONDENCE ADDRESS

☐ Customer Number or Bar Code Labelor ☐ Correspondence address below

(Insert Customer No. or Attach bar code label here)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Charles Eric Hunter, et al.

Filing Date: December 17, 1999
(By Express Mail)

For: SYSTEM AND METHOD PERMITTING MERCHANTS
TO USE ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE
PURCHASED THROUGH A UNIVERSAL, AUTOMATED
ORDER PROCESSING SYSTEM

Box Patent Application
Assistant Commissioner for Patents
Washington, D.C. 20231

LETTER ACCOMPANYING
PATENT APPLICATION FILED UNDER
35 USC §111 AND 37 CFR §1.53

Sir:

The above-identified patent application is being filed on behalf of the inventors, Charles Eric Hunter, et al., and the owner of the invention, World Theatre, Inc., a North Carolina corporation having offices at 1329 Phoenix Colvard Road, Jefferson, North Carolina 28640, under the provision of 35 USC §111 and 37 CFR §1.53.

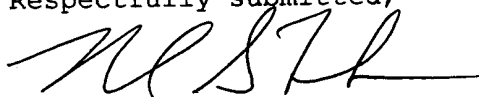
A Declaration and Power of Attorney from the inventors will follow.

Enclosed are:

- A. Specification and Claims (49 pages);
- B. Twelve (12) sheets of drawings (13 figures);
- C. Form PTO/SB/05; and
- D. Return postcard to verify PTO's receipt of application.

Please direct all communications to the undersigned.

Respectfully submitted,



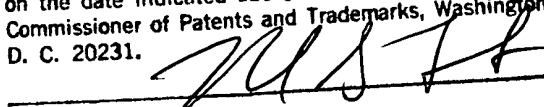
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Attorney Docket No. WT-4

"Express Mail" mailing label number **EH798137296**
Date of Deposit **DECEMBER 17, 1999**

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D. C. 20231.



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